Doctor of Philosophy (Ph.D.)

Academic Session 2025-26

University Vision

Its vision is to become a premier institution of higher learning, focusing on academic excellence, innovation, and social responsibility. The university aims to facilitate students to develop their cognitive, artistic, and practical skills, enabling them to become responsible global citizens.

University Mission

The Mission is to provide high-quality education, foster critical thinking, and encourage entrepreneurship, research, and community service.

School Vision

- To become an internationally recognized media school and attract the best talent in the country for mass communication and journalism studies.

School Mission

- To provide high quality education by focusing on futuristic curriculum and outcome-based education in journalism.
- To focus on employability and entrepreneurship through industry interface, institutional collaborations and live projects in media education.
- To develop leadership qualities among the youth having understanding of ethical values and environmental realities.
- To inculcate research abilities with modern technology and its application practices in the fields of media studies.

Program Overview

The Ph.D. Program offered by the University is rigorous, multidisciplinary, and broad in scope. The Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from the private and public sectors. The intensity of the program demands energy and zeal in the pursuit of greater insight into the chosen topic and a willingness to master all essential components of academic research. It covers doctoral research in a variety of mass communication-related areas such as media communication, political communication, and contemporary journalism studies.

The main objective of the Ph.D. program is to promote higher learning and advanced research in areas related to media, communication, and allied disciplines.

The Ph.D. program (both full-time and part-time) has mandatory coursework requirements to be completed before final registration for the Ph.D. thesis work.

Ph.D. Program Educational Objectives (PEOs)

The program Educational objectives of the Ph.D. program are:

PEO1. To develop quality research skills and expertise in the core area of specialization.

PEO2. To prepare graduates to design and conduct valuable research in the area of specialization.

PEO3. To equip graduates with high professional research ethics and to provide analytical skills needed for lifelong learning and professional development.

Ph.D. Program Outcomes (POs)

After completion of the program, scholars will be able to:

PO1. Demonstrate sound knowledge and research skills in the area of specialization.

PO2. Acquire the ability to identify pertinent research problems and to formulate a research plan.

PO3. Demonstrate critical thinking, research skills and abilities required for conducting original research.

PO4. Acquire the ability to communicate the research study and results clearly and effectively.

PO5. Demonstrate in-depth understanding of the high ethical standards in media research, teaching, and services.

PO6. Demonstrate the ability to teach university-level courses in their area of specialization.

Ph.D. COURSE WORK
PROGRAM CURRICULUM

Academic Session 2025-26

Total Credits: 18
UGC Prescribed Credits: 14 to 16

Section I						
Sl. No.	**Course Code**	**Compulsory Courses**	**L**	**T**	**P**	**Credits**
1.	PHDJMC 701	Research Methodology	3	0	0	3
2.	PHDJMC 702	Statistics	3	0	0	3
3.	PHDJMC 703P	Statistical Packages for Research	0	0	4	2
4.	PHDJMC 704	Research and Publication Ethics	2	0	0	2
Section II						
5.	PHDJMC 705P	Seminar	0	0	8	4
6.	PHDJMC 706	Communication Theories and Concepts	2	0	0	2
7.	PHDJMC 707	Journalistic Writings	1	0	2	2
		Total Credits	**11**	0	**14**	**18**
		Total Contact Hours	**25**			

Section I: Can be conducted for all scholars across various schools (wherever applicable)
Section II: Conducted at school level for Advance Courses depending on the area of Research along with Seminar

Doctor of Philosophy (Ph.D.)

PROGRAM SYLLABI

Section I

Course: RESEARCH METHODOLOGY			
Course Code: PHDJMC 701	**L T P**	**3 0 0**	**Credits: 3**

Course Objective: To enable students to understand the fundamentals of research, process and methodology to explore their research skills and contribute to future research in the field of media and mass communication.

Course Outcomes: Upon successful completion of the course, students will be able to:

CO1. Understand the elements of research, different types of research and the basic framework of Research process.
CO2. Identify various sources of information for literature review and data collection.
CO3. Clearly identify and formulate the research problems, research objectives and hypothesis.
CO4. Critically analyze and apply the different research designs, methods and techniques to a specific research problem.
CO5. Inculcate knowledge about the structure of writing research thesis, citation and reference style.

SYLLABUS

COURSE DETAILS	**Module No**	**Topic**	**Hours**
	1	**Introduction to Research** Meaning and importance of Research, Types of Research, Selection and formulation of Research Problem, Hypothesis, and Literature Review.	**05**
	2	**Research Design and Research Methods** Concept of Research Design and types, Research Methods: Quantitative and Qualitative, Survey, Content analysis, Experimental Research, Field Observation, Case Study.	**05**

	3	**Sample Design and Data Collection** Census and sample, Sampling design: Universe, Sampling unit, sampling frame, Sample size, Sampling error, Classification of sampling techniques: probability and non-probability, Primary & Secondary Data Sources, Data collection techniques: Questionnaire: Questionnaire design process, Pre-testing questionnaire, Interview and Schedule.	**08**
	4	**Measurement and Scaling** Theory of measurement, Primary scales of measurement, Comparative scaling, Non-comparative scaling, Reliability and validity, Data Processing: Editing of data, Coding, Tabulation and Graphical data presentation.	**08**
	5	**Data Analysis** Data Analysis: Descriptive and Inferential statistics; Parametric and Non-parametric Statistics, Basic concepts in statistics: Data distribution, Measure of central tendency: mean, median, mode, Standards deviation, Variance and Coefficient of variation, Analysis of Variance (ANOVA), Data management using SPSS, Inferential Statistics and Multivariate analysis using SPSS.	**10**
	6	**Interpretation and Presentation of Result** Interpretaion: Meaning and importance, Techniques of Interpretation, important considerations and precautions in Interpretation of results, Ethical perspectives of research, Aspects of Copyright Law, Testing plagiarism.	**09**
		Total Hours	**45**
Text Books	• Priest, Susanna Hornig; *Doing Media Research*; Sage Publication • Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning		
Reference Books:	• Anderson, J.A.; Communication Research: Issues and Methods; McGraw Hill • Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications • Brennen, Bonnie S.; *Qualitative Research for Media Studies;* Routledge • Cauvery,R.; Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Sons		

	• Kothari, C.R. ; Research Methodology: Method and Techniques: New Age International Publishers

Course: STATISTICS			
Course Code: PHDJMC 702	**L T P**	**3 0 0**	**Credits: 3**

Course Objective: To equip the scholars with a foundational understanding of statistical concepts and techniques, to apply statistical tools effectively in analyzing and interpreting research data, fostering critical insights into media and communication studies.

Course Outcomes: By the end of the course, students will be proficient in using basic statistical methods and software to enhance the rigor and reliability of their research in social sciences:

CO1: Demonstrate knowledge of fundamental statistical concepts, including types of data, measures of central tendency and dispersion, and effectively visualize data through appropriate graphical representations

CO2: Explain the principles of probability and apply probability distributions, including normal and binomial, to analyze research data in media and communication studies

CO3: Formulate hypotheses, perform statistical tests such as t-tests and Chi-square, and interpret results to draw meaningful conclusions in the context of communication research

CO4: Utilize correlation and regression analysis to identify and interpret relationships among variables, enhancing the understanding of media reach, audience behavior, and engagement metrics

CO5: Apply basic statistical software (e.g., SPSS, R, Excel) for data analysis, including content and sentiment analysis, and effectively present research findings through data visualization techniques.

SYLLABUS

COURSE DETAILS	Module No	Topic	Hours
	1	**Fundamentals of Statistics** Introduction to Statistics: Definition, Importance, and Applications in Social Sciences. Types of Data: Qualitative vs. Quantitative, Scales of Measurement (Nominal, Ordinal, Interval, Ratio). Descriptive Statistics: Central Tendency (Mean, Median, Mode), Dispersion (Range, Variance, Standard Deviation). Graphical Representation: Bar Graphs, Pie Charts, Histograms, Line Graphs.	**10**
	2	**Probability and Distributions** Basics of Probability: Concepts, Rules, and Applications. Probability Distributions: Normal Distribution, Binomial	**09**

		Distribution, and their significance in media research. Sampling and Sampling Distribution: Concepts, types of sampling techniques, and the Central Limit Theorem.	
	3	**Hypothesis Testing** Concepts of Hypothesis Testing: Null and Alternative Hypotheses, Errors (Type I and Type II). Statistical Significance: p-value, Confidence Intervals, and Levels of Significance. Tests of Hypothesis: t-tests (Independent and Paired Samples). Chi-Square Test for Independence. Application in analyzing audience surveys, content analysis data, and media consumption patterns.	**08**
	4	**Correlation and Regression** Correlation: Pearson and Spearman's Correlation Coefficients, Interpretation, and Application in Journalism Studies. Regression Analysis: Simple Linear Regression: Understanding relationships between variables. Introduction to Multiple Regression. Practical examples in predicting media reach, engagement, and message effectiveness.	**09**
	5	**Statistical Tools for Social Media and Big Data Analysis** Introduction to Statistical Software: Basics of SPSS, R, and Excel for data analysis. Content Analysis with Statistical Tools: Word frequency, sentiment analysis basics. Basic Introduction to Data Visualization: Use of charts, graphs, and dashboards in presenting communication research.	**09**
		Total Hours	**45**
Text Books:	• Sirkin, R. M. (2006). *Statistics for the social sciences*. Sage. • Frankfort-Nachmias, C., Leon-Guerrero, A., & Davis, G. (2019). *Social statistics for a diverse society*. Sage publications. • Neil, J. (2013). Statistics for people who (think they) hate statistics. *(No Title)*.		
Reference Books:	• Gravetter, F. J., & Wallnau, L. B. (2011). *Essentials of statistics for the behavioral sciences*. Wadsworth Cengage Learning. • Field, A. (2024). *Discovering statistics using IBM SPSS statistics*. Sage publications limited. • Babbie, E. R., Halley, F., & Zaino, J. (2000). *Adventures in social research*. Sage Publications, Inc. • Larson-Hall, J. (2015). *A guide to doing statistics in second language research using SPSS and R*. Routledge.		

Course: STATISTICAL PACKAGES FOR RESEARCH			
Course Code: PHDJMC 703P	**L T P**	**0 0 4**	**Credits: 2**

Course Objectives: To provide the scholars with practical skills in applying statistical methods to social science research that emphasizes hands-on training in data analysis, interpretation, and visualization using statistical software such as SPSS, R, MS Excel, and Power BI. The scholars will learn to manage datasets, conduct hypothesis testing, perform regression and correlation analysis, and utilize advanced techniques like ANOVA to analyze complex media and communication data and effectively present research findings using professional visualization tools and methods.

COURSE OUTCOMES: Upon successful completion of the course, the scholars will be able to

CO1: Proficiently use statistical software to analyze media and communication data.
CO2: To interpret and report statistical findings for academic and professional research.
CO3: Gain skill in visualizing complex data effectively for diverse audiences.

COURSE DETAILS	Module No	Topic	Hours
	1	**Data Collection and Preparation** Designing surveys and questionnaires using Google Forms or Qualtrics. Data cleaning and preparation techniques using Excel and SPSS. Skills Gained: Handling missing data, coding qualitative data into numerical values, and preparing datasets for analysis.	**10**
	2	**Descriptive Statistics and Visualization** Calculating measures of central tendency (mean, median, mode) and dispersion (variance, standard deviation) using SPSS and R. Creating graphs and charts (bar graphs, histograms, pie charts) in Excel and RStudio. Skills Gained: Summarizing and presenting data effectively through numerical and visual representations.	**10**
	3	**Probability and Hypothesis Testing** Conducting hypothesis tests (t-tests, Chi-square tests) using SPSS. Simulating probability distributions and confidence intervals using RStudio. Skills Gained: Applying inferential statistical methods to test research hypotheses and interpret p-values.	**10**

	4	**Correlation and Regression Analysis** Calculating Pearson and Spearman correlations and conducting simple linear regression in SPSS. Performing multiple regression analysis and interpreting outputs in RStudio. Skills Gained: Understanding relationships between variables and predicting outcomes using regression models.	**10**
	5	**Introduction to Advanced Statistical Techniques** Introduction to ANOVA (One-Way and Two-Way) in SPSS. Basics of Factor Analysis and clustering techniques using RStudio. Skills Gained: Conducting more complex statistical analyses and interpreting their relevance to media research.	**10**
	6	**Data Visualization and Reporting** Creating advanced visualizations (heatmaps, scatterplots, word clouds) using RStudio and Tableau. Developing dashboards for media research presentations using Power BI. Skills Gained: Communicating statistical findings through professional-grade visualizations and dashboards.	**10**
		Total Hours	**60**
Text Books:	• Maydeu-Olivares, A., & Millsap, R. E. (2009). The SAGE Handbook of Quantitative Methods in Psychology. • Morgan, G. A., Leech, N. L., Gloeckner, G. W., & Barrett, K. C. (2004). *SPSS for Introductory Statistics: Use and Interpretation.* Psychology Press.		
Reference Books:	• Beam, R. A. (2006). Quantitative methods in media management and economics. In *Handbook of media management and economics* (pp. 523-551). Routledge. • Berger, A. A. (2018). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage Publications.		

Course: RESEARCH AND PUBLICATION ETHICS			
Course Code: PHDJMC 704	**L T P**	**2 0 0**	**Credits: 2**

Course Objective: To enable scholars to learn the basics of philosophy of science and ethics, research integrity, and publication ethics. Hands-on sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Course Outcomes: Upon successful completion of the course, students will be able to:

CO1: Describe and apply theories and methods in ethics and research ethics.
CO2: Acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct.
CO3: Acquire skills of presenting arguments and results of ethical inquiries.
CO4: Develop an understanding of the ethical dimensions of conducting research.

SYLLABUS

COURSE DETAILS	Module No.	Topic	Hours
	1	**Philosophy and Ethics** Introduction to philosophy: definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgments and reactions.	**04**
	2	**Scientific Conduct** Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, Salami Slicing, Selective reporting and misrepresentation of data.	**05**
	3	**Publication Ethics** Publication ethics: definition, introduction and importance, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest,	**05**

		Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributor ship, Identification of publication misconduct, complaints and appeals, Predatory publishers and journals.	
	4	**Open Access Publishing (Practice Sessions)** Open access publications and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.	**04**
	5	**Publication Misconduct (Practice Sessions)** Group Discussions: Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad. Software tools:Use of plagiarism software like Turnitin, Urkund and other open source software tools.	**04**
	6	**Databases and Research Metrics (Practice Sessions)** Databases, Indexing databases, Citation databases: Web of Science, Scopus, etc., Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics.	**04**
		Total Hours	**30**
Text Books:	• Ethics by Paul Olives, Open University Press, 2003 • The Ethics of Teaching and Scientific Research by Miro Todorovich; Paul Kurtz; Sidney HookPrometheus Books, 1977		
Reference Books:	• Research Ethics: A Psychological Approach by Barbara H. Stanley; Joan E. Sieber; Gary B. Melton University of Nebraska Press, 1996 • Lost Paradises and the Ethics of Research and Publication by Francisco M. Salzano; A. Magdalena Hurtado Oxford University Press, 2004		

Section II

Course: COMMUNICATION THEORIES AND CONCEPTS			
Course Code: PHDJMC 706	**L T P**	**2 0 0**	**Credits: 2**

Course Objective: To develop an in-depth understanding of the theoretical aspects of communication, different forms of media, including their important roles in development. The course aims to provide an overview of all kinds of media with an emphasis on the specific area chosen to carry out their research work.

Course Outcomes: Upon successful completion of the course, students will be able to:
CO1. Understand and critically analyze communication and different media theories.
CO2. Inculcate sound knowledge of principles of journalism and different dimensions of media.
CO3. Gain knowledge and clearly identify media practices.
CO4. Demonstrate specialized knowledge in the different fields of media.

COURSE DETAILS	Module No	Topic	Hours
	1	**Conceptualizing Communication** Communication: Concepts, elements and process, Main characteristic and functions of communication in society, Dimensions of communication, Media systems and Theories: Sociological perspective theories- Agenda setting theory, Uses and gratification theory, Cultivation theory, Media dependence theory, Four theories of the press.	**06**
	2	**Journalism and Print Media** Journalism and objectives, Principles of journalism, Different forms of journalism, Challenges before journalism, Media and democracy: the Fourth Estate, Freedom of press and restrictions, Print media and its different forms, Print Media and society, Print Media in digital age.	**06**

	3	**Radio** Characteristics of radio, Different types of radio: AM (Medium & short wave), FM, Community radio, DRM and Internet radio broadcasting, Web radio, Role of community radio in community Empowerment, Radio and culture, Radio and society, Radio and contemporary Issues.	**06**
	4	**Television and Film** Development of television as a medium of mass communication, Role of television in culture and society, Role of television in rural area, Cable television in India, Film as a mass medium, Issues and problems of Indian cinema, Cinema and society, Documentary: role and importance.	**06**
	5	**New Media** Development of new media, Convergence, Web journalism and its different dimensions, Trends in web reporting and editing, Impact of web journalism on media and society, Security Issues on Internet: Social, Political and ethical issues related to ICT, Media and social marketing, Alternative media and main stream media.	**06**
		Total Hours	**30**
Text Books:	• McQuail, Dennis; *Mass Communication Theory;* Sage Publications • Baran, Stanley J; Davis, Dennis K; *Mass Communication Theory;* Wadsworth Publications • Boyd, Andrew; *Broadcast Journalism*; Taylor & Francis • Harrower, Tim; *Inside Reporting;* McGraw Hill		
Reference Books:	• Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication • Stewart, Peter; Chantler, Paul; *Basic Radio Journalism*; Focal Press • Nelmes, Jill; *Introduction to Film Studies*; Routledge Publication • Scannell, Paddy; *Radio, TV & Modern Life;* Blackwell Publishers • Lezzi, Frank; U*nderstanding Television Production;* Pearson Education • Siapera, Eugenia; *Understanding New Media*; Sage Publications • Thronburg, Kyan; *Producing Online News*; Sage Publications • Pachauri,Sudhir *; Cyberspace and Media;* Praveen Pachauri Publications		

Course: JOURNALICTIC WRITINGS			
Course Code: PHDJMC 707	**L T P**	**1 0 2**	**Credits: 2**

Objective: To understand the process of conducting research, various key considerations and parts of report writing. The course will impart knowledge for enabling students to produce and present the research report.

Course Outcomes: Upon successful completion of the course, students will be able to:

CO1: Clearly identify and demonstrate the planning process and structure of report writing.
CO2: Have competency in writing and preparing quality research report covering all steps and parts of research report .

COURSE DETAILS	**Module No**	**Topic**	**Hours**
	1	**Journalistic Writings** Introduction to Journalism, News Writing and Reporting, Feature Writing, Editorial and Opinion Writing, Blog Writing, Investigative Journalism, Interviewing Techniques, Journalism Ethics and Media Laws, Digital and Multimedia Journalism, Data Journalism, Political and Conflict Reporting, Environmental and Science Journalism, Business and Economic Reporting, Cultural and Lifestyle Journalism, Photojournalism, Media Criticism and Analysis.	**15**
	2	**Practicals** Practice-based training and learning will be provided to every student in the area of journalitic writings covering its all necessary dimensions and various aspects.	**30**
		Total Hours	**45**
Text Books:	• Rich, C. Writing and reporting news: A coaching method. Cengage Learning. • Harrower. Inside reporting: A practical guide to the craft of journalism. McGraw-Hill Education.		
Reference Books:	• Kovach, B., & Rosenstiel, T. *The elements of journalism: What newspeople should know and the public should expect*. Three Rivers Press. • Mencher, M. *News reporting and writing*. McGraw-Hill Education. • Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. *News reporting and writing*. Bedford/St. Martin's.		